

ABSTRACT OF THE DISCLOSURE

5 The color liquid crystal display device of the
present invention has at least a liquid crystal display
part, and light sources for irradiating the liquid
crystal display part with lights of three primary
10 colors, respectively, and performs display of one frame
by respective fields of three primary colors and a
white field displayed with a mixture of the three
primary colors in the liquid crystal display part,
wherein the device further comprises: means for
15 comparing brightness levels of inputted three primary
color signals for one frame with each other to define a
maximum value thereof as a brightness level of a white
signal for one frame; means for setting a proportion of
the brightness level of the white signal to be
20 displayed in the white field; and a light source
driving part for driving the light sources of the three
primary colors so that the white field emits light
depending on the brightness level of the white signal
and the proportion.

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